

# Marketing Bulletin

plantronics®

5<sup>th</sup> October 2011  
**Backbeat 216**

NPB:298

## For Music Lovers with a Voice

### Backbeat® 216 Features

- Discreet inline microphone for convenient calling and music control
- Inline call and music controller compatible with Apple iPhone, iPod and iPad
- Well-balanced high and mid range for a realistic sound experience
- Noise-isolating ear buds that boost bass levels
- Neodymium micro-speakers provide excellent sound quality
- Made for iPhone, iPod and iPad, compatible with most MP3 players
- 6-piece fit kit with multiple silicone ear tips
- 3.5 mm gold-plated plug
- Now available in white
- New tangle proof cord (Backbeat 216)
- Shipping with new packaging (Backbeat 216 white and black)



**First Order Date: 5<sup>th</sup> October 2011**  
**First Customer Shipment Date: 24<sup>th</sup> October 2011**



## Product Codes

Part Number	EAN Code	Description	Master Carton Qty
86110-05	5033588036906	BACKBEAT 216 HEADSET, WHITE, EMEA	12
86110-15	5033588037323	BACKBEAT 216 HEADSET, BLACK, EMEA	12

## Product Pricing

Part Number	Description	€ List Price (including VAT)
86110-05	BACKBEAT 216 HEADSET, WHITE, EMEA	€39.99
86110-15	BACKBEAT 216 HEADSET, BLACK, EMEA	€39.99

Part Number	Description	€ List Price (excluding VAT)
86110-05	BACKBEAT 216 HEADSET, WHITE, EMEA	€33.61
86110-15	BACKBEAT 216 HEADSET, BLACK, EMEA	€33.61

## Product Shipping Information

		12 Pack						
Part Number	Description	Dimensions (Length x Depth x Height)						Weight
		Cm						g
86110-05	BACKBEAT 216 HEADSET, WHITE, EMEA	21	X	26	X	22	1800	
86110-15	BACKBEAT 216 HEADSET, BLACK, EMEA	21	X	26	X	22	1800	

		3 Pack					
Part Number	Description	Dimensions (Length x Depth x Height)					Weight
		cm					g
86110-05	BACKBEAT 216 HEADSET, WHITE, EMEA	13	X	10	X	20	400
86110-15	BACKBEAT 216 HEADSET, BLACK, EMEA	13	X	10	X	20	400

		Individual Unit					
Part Number	Description	Dimensions (Length x Depth x Height)					Weight
		cm					g
86110-05	BACKBEAT 216 HEADSET, WHITE, EMEA	9	X	4	X	13	100
86110-15	BACKBEAT 216 HEADSET, BLACK, EMEA	9	X	4	X	13	100

## For product queries, please contact:

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